



WEST

RetailConnections

Business Executive Summit



Mobilizing on All Fronts

Park Hyatt Aviara
Carlsbad, Calif.
September 12-14, 2010

Three Years a Charm



RetailConnections has hosted three annual Business Executive Summits in Florida and we're humbled by the accolades. You've inspired us to expand and bring to you two "executive suite" summits every year. This year is our first foray into California. Welcome to the inaugural Business Executive Summit West. The concept that senior-level executives from every corner of the organization and all retail verticals can learn great lessons during free-form dialogue at roundtables, workshops, general sessions and networking has proved to be a winning formula. Our eyes and ears are wide open to your suggestions for improving the experience.

— Marc Millstein

Bottom's Up!

Retail may appear to be standing still. Ongoing consolidation of stores, plummeting consumer confidence and flat spending make for a bleak outlook. However, when you hit rock bottom, that's when things change. And change is happening now! Market breakthroughs popping today are reminiscent of the Internet when it first emerged as a viable new tool for consumers and business.

Mobile just may be the adrenalin jolt needed to revive this economy. Meanwhile, the game of survival intensifies and shifts as the innovative change-makers exploit analytical prowess to optimize every aspect of retail operations and brand-building. As one Summit speaker succinctly coined it: the online channel is "The Hub for the Brand." Leaders are indeed Mobilizing on All Fronts to refine their business vision, execution and brand presence. We hope the content, debate and spontaneous dialogue at Summit West delivers the insight you're looking for because you are among those Mobilizing on all Fronts.



Mutiny Workshops: By Popular Demand **NEW!**

We asked for input on workshops and you were not shy: "We'll decide what topics to tackle." That's what you told us and that made our job easy. We stepped aside and said, "OK. Take over." And you did. Review workshop topics on facing page. If you've not already indicated your workshop selections at Registration, please do so because space is limited.

SUNDAY, Sept. 12
3:00-4:00 pm
4:15-5:15 pm

Agenda

SUNDAY, Sept. 12, 2010

1:00-8:00 pm **Registration**

3:00-4:00 pm **Concurrent Workshops**

- Technology Solutions to Economic Obstacles
Facilitated by Richard Hastings, Macro and Consumer Strategist, Global Hunter Securities
- New Ways to Shape Demand
Facilitated by Lora Cecere, Partner, Altimeter Group
- Forecast on Cloud Computing
Facilitated by Robert Graham, Vice President, Information Technology, BevMo!

4:15-5:15 pm **Concurrent Workshops**

- Sourcing: Is there a 'next China'?
Facilitated by Jeff Orton, Chief Information Officer, Chief Logistics Officer, Genesco
- Mobile: The Game Changer
Facilitated by Andrew Koven, President, Customer Experience, E-Commerce, Steve Madden, Ltd.
- Retailer-Vendor Negotiations
Facilitated by Giri Durbhakula, Chief Information Officer, Charlotte Russe

6:30-7:30 pm **Summit Welcoming Reception**

Avalon Terrace

7:30-10:00 pm **Dinner with Keynote**

Avalon The New Retail Rules
Marshal Cohen, Chief Industry Analyst, NPD Group



Sunday Keynote

Marshal Cohen

Chief Industry Analyst, The NPD Group

Marshal has followed retail trends more than 30 years and is the go-to expert source for prestigious news outlets from *The Wall Street Journal*, *The New York Times* and *Women's Wear Daily* to major broadcast media. An authority on shopper behavior, Marshal recently authored, "Buy Me! How to Get Customers to Choose Your Products and Ignore the Rest." He guest lectures at North Carolina State University's School of Textiles, Fashion Institute of Technology and Wharton School of Business.



7:00-8:00 am Breakfast Table Top Discussions

Laviana

8:10-8:15 am Welcoming Remarks

Avalon

8:20-8:50 am Macys.com: The Hub of the Brand

Kent Anderson, President, Macys.com

8:55-9:25 am Talent Development in an Era of Constant Change

Andy Romeo, recent SVP, HR, Juicy Couture

9:30-10:00 am Retail Mobile Trends – Consumer and Associate

Greg Buzek, President, IHL Group

10:05-10:35 am Vendor Management for CIOs

Giri Durbhakula, CIO, Charlotte Russe

10:45-12:15 pm Refreshment Break

Retail-Vendor Meet and Greet, 1:1 and Group Discussions



12:15-6:00 pm Box Lunch and Golf



Kent Anderson
President, Macys.com

Kent became the first employee of Macys.com when it launched in 1998 and he has been responsible for e-commerce strategy ever since, including integration of Macy's online bridal registry program. He began his retail career at Dayton Hudson Corp. and later joined Macy's, holding leadership positions in operations, finance, marketing and merchandising. Prior to his current role, Kent was senior vice president, chief financial officer for Macy's West.



Andy Romeo
recent Senior Vice President, Human Resources, Juicy Couture

As a senior human resources executive for Polo Ralph Lauren, Guess Jeans and most recently, Juicy Couture, Andy advocates bold approaches to heighten performance in the C-suite as well as operations. His leadership-building initiatives transfer and transform skills in ways that advance the entire team. He balances customer centricity and brand differentiation through a collaborative, analytical and engaging style that rewards innovation and performance while building long-term results.

Retailer-Vendor Meet & Greet



Because you asked for it: Summit West introduces "Meet & Greet." This is your opportunity to switch gears from Monday's terrific presentations to some one-on-one time with fellow Summit attendees. Retailers and sponsors told us that spontaneous networking is great and that a designated time for planned retailer-vendor conversations would be a welcome addition to the program.

We heard you and set aside 90 minutes for a refreshment break and Meet & Greet.

10:45 am-12:15 pm
Monday, Sept. 13
Avalon Terrace



Greg Buzek
President, IHL Group

Greg has more than 20 years' experience in market analysis, business planning, product development and consulting with Fortune 500 companies. He is also a co-founder of the Retail Orphan Initiative. He has lectured at the Wharton School of Business' Global Consulting Practicum and at Belmont University. Greg has also worked with NCR and Sensomatic Electronics in marketing and development for the retail industry.



MONDAY, Sept. 13, 2010 continued

12:30-1:30 pm Lunch Vouchers for non golfers

6:30-7:30 pm Reception
Avalon Terrace

7:30-10:00 pm Dinner with Keynote
Avalon Economics of Retailer IT Investments
Richard Hastings, Macro and Consumer Strategist, Global Hunter Securities



Giri Durbhakula
Vice President, Head of Technology, Charlotte Russe

Giri is responsible for technology operations, including support, application development, security/compliance and business system analysis. His oversight of recent initiatives in stores, e-commerce, planning and allocation, real estate, production and imports, infrastructure and operations shape a holistic point of view on what's possible with thoughtful implementation strategy. Prior to Charlotte Russe, Giri held senior positions at Intuit, Fair Isaac, Gateway and IBM.

Respite!

On the Green (or the Courtyard Patio)

Do you wear funny pants and white shoes with cleats? That makes you a golfer! Registered golfers are encouraged to attend Monday morning sessions in your golf attire so you can dart to the carts afterward without delay.

Noon, Monday, Sept. 13
Get your golf pairings, box lunch at registration

Are you a duffer of the worst sort? Nursing a golf elbow and not swinging today? That's OK! We still like you. Pick up your complimentary lunch voucher and take in the soothing September breezes dining al fresco on site at the gorgeous Park Hyatt Aviara.



7:00-8:00 am Breakfast Table Top Discussions

Laviana

8:10-8:15 am Welcoming Remarks

Avalon

8:20-9:05 am Mobile, Social, Local — The New Retail Imperatives

Jon Kubo, CIO, The Wet Seal

9:10-9:40 am Driving Culture Change Via Profit Analytics

Chris Gast, VP, Finance Operations, Elkay Manufacturing

9:45-10:15 am E-Commerce, Social Synergies and Mobile Must-Haves

Andrew Koven, President, Customer Experience, E-commerce, Steve Madden Ltd.

10:20-11:45 am Refreshment Break and Wrap-Up Group Roundtable Discussions

11:45 am RetailConnections Business Executive Summit West adjourns



Jon Kubo
Chief Information Officer,
The Wet Seal, Inc.

Jon has been immersed in multiple information technology initiatives from social and mobile programs and new point-of-sale to merchandising, markdown optimization and size optimization systems. These changes are enabling new loyalty programs, localization of price and size and will provide a foundation for customer-centric merchandising. Prior to The Wet Seal, Jon was chief administrative officer for FAO Schwarz and chief information officer for FAO, Inc.

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Chris Gast
Vice President, Finance Operations,
Elkay Manufacturing Co.

Having implemented profitability enhancement systems in multiple industries, Chris is well-versed in Activity Based Costing. At Elkay, a provider of residential and commercial kitchen and bath solutions, he was integral to establishment of Discrete Product Costing, the company's profitability analytics platform that is combined with the Balanced Scorecard strategy framework. These methodologies are viewed as leading edge and integrated into the MBA curriculum at the Harvard School of Business.



Richard Hastings
Macro and Consumer Strategist,
Global Hunter Securities LLC

Richard draws on 20 years' experience to provide retail insights and analysis. He currently serves as Macro and Consumer Strategist for investment bank Global Hunter Securities, LLC, providing industry perspectives on business including foreign exchange, real estate, economics, investment strategies and credit issues. Richard is a Certified Credit Executive (CCE) and serves on the board of directors of the CFA (Chartered Financial Analysts) North Carolina Society.



Andrew Koven
President, Customer Experience,
E-commerce, Steve Madden, Ltd.

This entrepreneur and marketing visionary has been entrenched in e-commerce more than 15 years. At fashion-forward footwear and apparel icon Steve Madden, Andrew leads initiatives to drive double-digit growth for the online business through mobile, marketing, technology, service and fulfillment foundations that optimize multichannel opportunities. Andrew is also co-founder of Geoff and Drew's, an online food gifting site and was head of e-commerce and chief marketing officer at online grocery Fresh Direct.



Save the Date

See you in February 2011!

RetailConnections Annual Business Executive Summit returns to Miami in February.

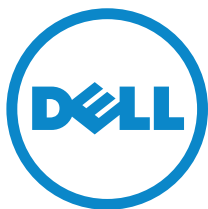
It's not too early to make plans to join us and your peers at the Fairmont Turnberry Isle Resort & Club Feb. 27-March 1, 2011.

A powerhouse program awaits.

See you there.

Thank you to all of our Sponsors

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RetailConnections creates and hosts innovative peer-to-peer events to bring together an unusually diverse range of retailing companies and senior management executives.

RetailConnections' events span a wide variety of formats designed to offer the highest quality opportunities for networking, brainstorming and thought-leadership presentations and discussions.

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